



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved OSCAR MAYER STRATEGIC ASSESSMENT COMMITTEE

Monday, July 9, 2018

5:30 PM

Warner Park Community Center
1625 Northport Drive, Community Room 1

1. CALL TO ORDER / ROLL CALL

Present: 10 - Larry Palm; Rebecca Kemble; Maurice C. Sheppard; Syed (John) Mustajab Abbas; Satya V. Rhodes-Conway; Renee A. Walk; Douglas Leikness; Chandra M. Miller Fienen; Gary J. Wolter and Paul F. Jadin

Excused: 3 - Steve King; Ken Opin and Annette M. Gelbach

2. APPROVAL OF MINUTES

A motion was made by Kemble, seconded by Leikness, to Approve the June 12, 2018 Minutes. The motion passed by voice vote/other.

3. PUBLIC COMMENT

None

4. DISCLOSURES AND RECUSALS

None

5. Review Charge of the Committee

Bill Fruhling, Planning Division, reviewed the Committee's charge and encouraged members to keep those guidelines in mind as they create their recommendations.

6. Owners Status Report

Tom Otto, Economic Development Division, provided an update on behalf of property owners Reich Brothers and Rabin Worldwide. He informed the group of a press event that will occur on July 11 at the former Oscar Mayer site where the owners will officially rebrand the property as Old Madison Station. He noted that infrastructure work is starting, and they are breaking ground this month. The Packers Avenue parking lot is being repaved, and they continue with the demolition of interior walls in building 50. He reported that they are finalizing the lease for a second tenant in the office building and are in talks to lease space in building 20 to a maker space user. Lastly, he noted that the owners are working with DNR to finalize the recommendations regarding any environmental issues on the site.

7. Public Engagement

Annette Miller, EQT by Design, provided a summary of the key findings of her public engagement. She noted that her focus was to connect with a broad sampling of the community that was also a good representation of the demographics and diversity of the Northside. She pointed out that 77% of the group interviewed was racially or ethnically diverse, and many expressed that they have experienced barriers while living in Madison. She also described the value and opportunities that the community sees in the Oscar Mayer site, and the hope that they have for the site to bring back quality employment that will empower residents economically. Other hopes were to create a transportation hub or gathering space, which will help them feel connected to the city, revitalize the neighborhood, and engage the youth. She mentioned the importance of including underrepresented populations in the decision-making process as plans move forward because people often do not feel as if they belong and are not seen as valuable individuals with ideas to offer to the community.

Fruhling noted that a goal of the planning process was to focus on public engagement so that the Committee is constantly hearing from community members, and the next opportunity to get input from the public will be at the open house event on August 2. He stated that all of the feedback we have received will be used to shape the next stage of the planning process for the Special Area Plan. Rhodes-Conway asked the Committee what topics should be discussed at the open house in order to spur conversation and public input. There was brief discussion among Committee members about planning for the public open house.

8. Draft Report Framework and Special Area Plan Key Elements

Rob Gottschalk, Vandewalle & Associates, stated that the consultant team has received a lot of input from the public and Committee regarding a future vision for the Oscar Mayer area, and they are now working to synthesize that information and develop the key elements for the redevelopment objectives.

Gottschalk first prompted the Committee to discuss their vision for the area and what they hoped it would become. They discussed the possibilities of an employment center, a catalyst to drive economic activity, a transportation hub, and an area that leverages its location between the airport and downtown. Others agreed that the highest priorities are to address employment and drive economic development, but mentioned the importance of keeping in mind community needs and protecting against the displacement of those who already live and work in the area. Some referenced Miller's findings from her public engagement and noted that a gathering place is also important to connect the neighborhood and engage the youth.

The Committee then reviewed the potential redevelopment objectives and provided feedback as to what the specific focus of their recommendations and the Special Area Plan should be. The consultant team presented twelve different objectives that the group analyzed in terms of their importance and to

assess if anything was missing from the objectives.

Significant objectives that emerged from their discussion were employment, equity and inclusion, economic development and tax base, as well as maintaining affordability and avoiding displacement. Committee members prioritized creating a diverse range of jobs with varying degree requirements that provide living wages and full benefits that will benefit Northside residents. They also emphasized that the City needs to begin thinking about policy tools that will prevent people from being displaced by rising housing costs that may occur once the site develops. The topic of equity and inclusion was raised throughout the evening as the group looked at each objective from the lens of how it serves Northside neighborhoods and diverse populations throughout the city.

Committee members also discussed the environment, including the status of the wetland and how that could become more accessible to the community, as well as the potential role of the site in food systems; Rhodes-Conway pointed out that they have received a lot of public input on these topics, so they are important to consider moving forward.

Other objectives included proactive leverage, multimodal transportation and access, and infrastructure and building stock. In discussion of proactive leverage, Jadin pointed out that TIF, grants, and permitting provide the City and Committee with some leverage, and Miller Fienen stated that this would be an important part of the recommendation given the neighborhood needs and unique site. There was also mention of the high traffic counts near the site and the importance of making it accessible and safe for a variety of transportation modes. Kemble noted that the existing utility and infrastructure capacity on the site is a huge opportunity, and considering how to leverage it will be important.

The remaining objectives Committee members discussed were site area housing, connections to the neighborhood, and place and form. They spoke of the importance of site area housing because it would meet the needs of future employees, which could also ease some transportation questions and create affordability. They discussed the different types of connections to the neighborhood, including physical connections such as transportation as well as conceptual connections like skills training to link people with new jobs that are created. Rhodes-Conway noted that the site is currently disconnected from the surrounding area, so the physical connectivity to the area is important to consider. In terms of place and form, the group discussed the continuity of the city from Hilledale and UW through downtown and Capitol East, then out the corridor past the Oscar Mayer site and airport. It was noted that this linear view of the city helped to emphasize the importance of the Oscar Mayer site and how that continuity has potential to be carried forward in that area.

There was brief discussion regarding objectives that should be added to the

list as well as categories that could potentially be combined. Committee members agreed that all twelve objectives were important to include in their assessment. Gottschalk noted that they will receive more feedback from the public at the open house, which the consultant team will combine with these elements for further discussion at the next meeting.

9. ADJOURNMENT

A motion was made by Jadin, seconded by Walk, to Adjourn at 7:47 pm. The motion passed by voice vote/other.

[49726](#)

Oscar Mayer Strategic Assessment Committee Meeting Materials